

Application No. 09/734,973
Amendment "B" dated October 26, 2004
Reply to Office Action mailed September 22, 2004

REMARKS

Initially, Applicants would like to thank the Examiner for the courtesies extended during the recent interview held on October 13, 2004. The claim amendments made by this paper are consistent with the proposals discussed during the interview.

The Final Office Action considered and rejected claims 1-26, 30 and 33-38.¹ By this paper, claims 1, 7, 36 and 37 have been amended, claims 19-26 and 32-35 have been cancelled, and new claim 40 has been added, such that claims 1-18, 30, 36-38 and 40 remain pending, of which claims 1 and 38 are the only independent claims at issue.

The present invention is directed to methods and corresponding computer program products for delivering enhanced programming content. As recited, the claimed invention includes obtaining a schema document having various data structures, including a timeline data structure that specifies a time for delivering the other structures of the schema document (e.g., a trigger data structure, an announcement data structure, and a package data structure). As further recited, the timeline data structure includes a loop attribute that can be used to prevent delivery of the enhanced programming content multiple times. The timeline data structure is analyzed and the authenticity of the schema document is verified against a stored standardized schema document. Thereafter, the various structures of the schema document are delivered as specified by the timeline.

As discussed during the interview, this method is neither anticipated by nor obviated by the art of record, either singly or in combination. In particular, although the cited art generally deals with delivering content, including enhanced content according to some time schedule, the cited art fails to disclose or suggest the method recited above. The cited art also fails to suggest

¹ Claims 14-16 and 18 were rejected under 35 U.S.C. § 102(e) as being anticipated by Carr (U.S. Publication No. 2003/0133043). Claims 1, 3, 5, 7-11, 19-25, 32-33 and 36-38 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Carr in view of Del Sesto (U.S. Patent No. 6,530,084). Claims 2, 4, 30 and 34-35 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Carr in view of Del Sesto and further in view of Valdez (U.S. Patent No. 6,426,778). Claim 17 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Carr. Claims 6, 12-13 and 26 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Carr in view of Del Sesto and further in view of Goodman (U.S. Patent No. 6,427,238). Although the prior art status of the cited art is not being challenged at this time, Applicants reserve the right to challenge the prior art status of the cited art at any appropriate time, should it arise. Accordingly, any arguments and amendments made herein should not be construed as acquiescing to any prior art status of the cited art.

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or disclose such a method wherin the schema document further includes a tag that can be used to validate the authenticity of the schema document, as recited in new claim 40.

Support for the amendments and new claims are drawn from various passages throughout the specification, including, but not limited to pages 33, 38-39 and 43.

Inasmuch as the amended claims were found to be distinguished over the art of record during the interview, and to overcome the rejections of record, Applicants respectfully submit that the pending claims are now in condition for prompt allowance.

In the event that the Examiner finds remaining impediment to a prompt allowance of this application that may be clarified through a telephone interview, the Examiner is requested to contact the undersigned attorney.

Dated this 26 day of October 2004.

Respectfully submitted,



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